

## **GUARANTEED RIDE HOME PROGRAM FACT SHEET**

### **Proposal Summary:**

The Division of Mass Transportation (DMT), Transit Outreach & Enhancements Branch (TOE), proposes to assist the Headquarters Building Operations Center (BOC) in the marketing of the “Guaranteed Ride Home Program” (GRHP) benefit for transit users.

Currently the HQ Building Operations Center administers this program, however, there is no marketing outreach to inform potential transit users of the programs’ availability. The program currently has 222 registered participants and statistics show we sell a combined average of 400 monthly passes/tickets per month, so it appears this program is being under-utilized.

A common complaint of non-transit users about relying on transit for their work commute is the fear of not being able to have transportation in cases of emergencies. The GRHP was designed to address this issue.

The California Department of Transportation provides \$2,500 annually to the Sacramento Traffic Management Association (TMA). One of the programs that is supposed to be administered with this funding is the GRHP. The GRHP is offered as an assurance policy for ridesharing commuters. The GRHP guarantees you a ride home if you have an emergency such as:

- If you have unscheduled, approved overtime
- Problem arises such as a sick child
- Immediate family member has an emergency and you cannot wait for your ride home
- Home is damaged by fire, burglary, etc.
- You are sick and cannot wait for a ride home
- Your carpool member has an emergency and you have no way home

To be eligible for the GRHP, you must utilize an alternative method of commuting (vanpool, carpool, bike, walk or ride transit) 60% of your weekly work schedule. You may use the GRHP up to four (4) times a year.

It is proposed that a TOE staff member will start attending the monthly TMA meetings beginning in August. This will enable us to establish our roles with the TMA in implementing the GRHP and other promotional programs.

This is a program that would be better served being administered by a division whose main focus is transit with a staff committed to ensuring that this program is marketed to its full potential.

Deploying innovative strategies and options, in partnership with our local transit agencies, and highlighting the convenience and benefits of transit will result in increased transit usage.

**Cost of Deliverables:**

This program is being maintained in binders, which should be transferred to some type of database. This information can be input by one of our students and then maintained by TOE staff person.

**Timelines:**

Once approval is received from management, TOE staff will work with the necessary divisions to transfer the function.